

ABSTRACT OF THE DISCLOSURE

A broadcast material delivery architecture provides coordinated inclusion of supplemental materials with delivered broadcast material. A broadcaster  
5 broadcasts the broadcast materials to a plurality of users, the broadcast material being divided into a plurality of segments. Also broadcast is program data associated with the plurality of segments. A user terminal receives the broadcast material from the broadcaster and retrieving supplemental materials related to said plurality of segments of said broadcast material. To retrieve the  
10 supplemental materials, the program data are provided to a data server, which provides parameters for the supplemental materials to the user terminal. The user terminal uses the parameters to retrieve supplemental materials from one or more databases. The user terminal plays the supplemental materials in conjunction with the broadcast material.

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